

WHAT IS CLAIMED IS:

1. A liquid crystal display device including an edge light type back light unit in which light emitted from a linear light source is condensed at an end portion of a light conduction plate, then conducted and reflected, and a reflected light ejected from the light conduction plate is transmitted through a light diffusion plate to form a planar light source with a uniform luminance thereby to indirectly irradiate a liquid crystal panel from a rear side thereof,

wherein a reflecting plate having a curved surface is disposed in a vicinity of the linear light source, and a light shielding plate is disposed so that a part of the light emitted from the linear light source and reflected by the reflecting plate is condensed at the end portion of the light conduction plate, whereby another part of the light emitted from the linear light source and reflected by the reflecting plate is directly irradiated with a higher luminance on a part of a display area of the liquid crystal panel than that of another part of the display area.

2. The liquid crystal display device according to claim 1, wherein the linear light source is disposed so as to face on at least one end portion of the light conduction plate.

3. The liquid crystal display device according to claim 1, wherein the light diffusion plate is extended to be positioned between the linear light source and the liquid

crystal panel, whereby another part of the light emitted from the linear light source and reflected by the reflecting plate is transmitted through the extended portion of the light diffusion plate and irradiated with a higher luminance on a part  
5 of the display area of the liquid crystal panel than that of another part of the display area.

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4. A liquid crystal display device including an under light type back light unit in which light emitted from a plurality of linear light sources is reflected by a reflecting sheet disposed at a rear side of the plurality of linear light sources, then transmitted through a light modulation film and a light diffusion plate to form a planar light source with a uniform luminance thereby to indirectly irradiate a liquid  
10 crystal panel from a rear side thereof,

wherein one end portion of the light modulation film is shielded by a light shielding plate, and light emitted from one of the plurality of linear light sources is shielded by the light shielding plate and transmitted through only the light  
15 diffusion plate thereby to directly irradiate with a higher luminance on a part of a display area of the liquid crystal panel than that of another part of the display area.  
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